

Storytelling

When sitting down for an interview, often we are more focused on what questions will be asked of us and what we should say where we are perceived in the best possible light professionally rather than what we want to walk away with.

Be clear on how you want to be perceived, however, keep in mind every conversation is a two-way dialogue where you are giving and getting. Before you walk out of that room to discuss a position, be sure you have in your mind enough information to be able to make a decision that works for you. In other words, you are interviewing them as well.

Let's start with the typical scenario where you are being asked specific questions on past performance. Perhaps you are given an overview of what the project or function at large covers and the challenges you should expect to come up against. Now the table turns over to you to respond and react to these roadblocks.

You may be asked directly: "Tell me how you would address these problems" or "Can you share any similar experiences and how you handled them?"

Keep in mind you may not always be asked directly these questions, but you should assume you are and respond to them anyway.

A quick and easy gutsy formula you can implement for these off-the-cuff conversations is called STAR. This is a great way to give them the feedback they are looking for but also flex your storytelling muscle that ties directly into the job you want.

STAR Storytelling

Situation or Task at hand – Briefly describe the situation you were in or task you were responsible for.

Actions – Talk about the things you and/or your team did well and what things you didn't do well or avoided altogether. Here you want to color in what your thought

process was at the time. You may want to mention obstacles, roadblocks or considerations you had to weigh-in on.

Results – Close your story with the results and outcome of those actions. In other words, what happened? How did it turn out? If it was a successful outcome, can you replicate it so others can run with it too? Was there a backup plan you needed to resort to, due to an unforeseen roadblock? Note: You always want to speak to the contingencies you will have in place. As we know, nothing in life turns out exactly as we expect, therefore as leaders we have to demonstrate our bigger vision covering all scenarios.